



✦ DIGITAL PRODUCT BLUEPRINT & ACTION WORKBOOK

# Zero to Launch in *7 Days*

*From overwhelm to live — your step-by-step path  
to building your first digital offer.*

One clear, high-impact action step per day. No expensive  
software, no paid ads, zero fluff.



**Emma**  
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## A NOTE FROM EMMA

# Before we begin —

If you are reading this right now, chances are you are standing right where I was not too long ago: staring at a glowing screen with twenty tabs open, feeling paralyzed by conflicting advice on digital marketing, sales funnels, and tech stacks.

Every creator on social media makes launching look effortless. But when you are starting from total zero — without a design degree, a tech background, or a massive email list — just figuring out where to click first feels overwhelming.

***Your first digital product does not need to be a 10-hour masterclass or a complex course. The simpler your first offer is, the faster you will launch it — and the quicker your audience gets real results.***

This 7-day blueprint is engineered to strip away the noise. No expensive software, no paid ads, and zero fluff. Just one clear, high-impact action step per day to move you from a blank page to a live, automated offer.

***Let's build your digital business together.***

Emma • [@digiproductlaunchhub](#)

# Your 7-day roadmap

One step a day. Here's the whole path at a glance.

**01****Define your core problem & offer idea**

Get crystal clear on what you're building.

**02****Outline your content blueprint**

Map your guide's skeleton before touching design.

**03****Design your asset in Canva**

Turn your outline into a polished PDF guide.

**04****Secure your tech home**

Set up your free online hub — no monthly fees.

**05****Build your 2-page funnel**

Create the opt-in & thank-you pages that capture leads 24/7.

**06****Automate delivery**

Make sure subscribers get their download instantly.

**07****Launch & document your journey**

Put your link out into the world.

01

DAY ONE

## Define Your Core Problem & Offer Idea

**THE GOAL** Get crystal clear on your offer so you don't get stuck changing your mind tomorrow.

The single biggest reason aspiring creators never launch isn't a lack of talent — it's scope creep. They try to solve every problem for every person. Today, narrow your focus down to one hyper-specific outcome.

### 1. *Identify the micro-pain point*

Your product should focus on a problem you have personally solved or streamlined. Ask yourself:

- What is a question people repeatedly ask me for advice on?
- What is a simple system or shortcut I built for myself that saves time?

### 2. *Choose your format (keep it lean)*

Resist the urge to record a massive course. Choose a format you can produce in under 48 hours:

- **PDF Guide** — a 5-to-8 page actionable walkthrough explaining how to achieve a specific result.
- **Plug-and-Play Checklist / Template** — a functional asset (Notion template, Canva suite, Google Sheet) that saves your buyer time.
- **Micro-Masterclass** — a 15-to-20 minute screenshare video walking through a specific setup.

### 3. *Use the high-converting naming formula*

A vague title kills sales — *"The Social Media Guide"* won't cut it. Instead, use this proven formula:

Clear Result

+ in +

Timeframe

+ without +

Primary Pain Point

#### EXAMPLE

*"The 30-Minute Content Engine: How to Batch 30 Days of Instagram Posts Without Burning Out"*

## Grab a pen and work through it

Use this page to lock in the answers from today's lesson before you move on to Day 2.



### Core Offer Clarifier

#### Who is my target buyer?

*e.g. Busy working parents*

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#### The one specific problem I solve

*e.g. Spending 2 hours every night deciding what to cook*

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#### Product format

☐ Checklist / Template

☐ PDF Guide

☐ Ebook

☐ Micro-Video

#### My strong title

*Clear Result + in + Timeframe + without + Primary Pain Point*

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#### One-sentence pitch

*Sum up your offer as if explaining it to a friend*

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#### 3 transformations delivered

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## 02

DAY TWO

## Outline Your Content Blueprint

**THE GOAL** Map out your guide's skeleton before touching any design tools.

Designing before writing is a trap — you will waste hours tweaking fonts for text you haven't written. Today is strictly about content.

### 1. *Structure your 3-to-5 module framework*

Break your transformation into 3 to 5 logical, sequential milestones — each one a single step closer to the result you promised on Day 1:

Introduction →

Step 1: Setup →

Step 2: Core Action →

Step 3: Polish

→ Step 4: Launch

### 2. *The brain dump*

Under each section, bullet point the exact steps, tips, and common pitfalls your reader needs to know. Avoid long backstories — give the reader the direct "how-to" immediately.

**PRO TIP**

*Name each module after the outcome it delivers, not the topic it covers — "Your First 10 Subscribers," not "Email Marketing."*

## *Sketch your module-by-module outline*

Fill in a title, key takeaway, and action step for each module — 3 minimum, up to 5 if your topic needs it.



### Quick-Start Outline

**Module 1 title**

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**Key takeaway**

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**Action step**

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**Module 3 title**

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.....

**Key takeaway**

.....

.....

**Action step**

.....

**Module 2 title**

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.....

**Key takeaway**

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.....

**Action step**

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**Module 4 title** *(optional)*

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.....

**Key takeaway**

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**Action step**

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DAY THREE

## Design Your Asset in Canva

**THE GOAL** Turn your raw outline into a polished PDF guide using free tools.

Your design should enhance readability, not distract from it. A clean, minimal document with high-contrast text always looks most professional.

### 1. *Select the right template*

Open Canva, search for "Workbook Template" (if you search "Ebook Template" it will show you mostly covers rather than books with inside pages). Pick a minimalist design with generous margins that roughly matches a layout you think could work for your content — judge whether you need something text-heavy or image-led.

### 2. *Apply the "rule of 3"*

#### *Fonts*

##### **Max 2**

- 1 bold font for headings
- 1 clean font for body

#### *Colors*

##### **Max 3**

- 1 dark text color
- 1 brand accent color
- 1 light background

#### *Spacing*

##### **Breathe**

- White space around text blocks
- Keep it scannable

### 3. *Export*

Download your finished asset from Canva using **PDF Standard** — it's built for fast email downloads.



DAY FOUR

## Secure Your Tech Home

**THE GOAL** Set up your free online hub without paying monthly software fees.

You do not need to pay a monthly subscription for a funnel builder or a complex website setup. All you need is **Systeme.io** (free for up to 2,000 subscribers) to host files, capture emails, and automate delivery. Until you start generating income, this is more than enough.

### *Setup checklist*

- 1 Create a free account** — sign up at Systeme.io. The free plan covers 2,000 contacts, 3 sales funnels, and unlimited emails, but it only allows **one automation rule** — plenty for the delivery flow you'll build on Day 6, so don't worry about it for now.
- 2 Secure a custom domain (optional)** — purchase on Namecheap or GoDaddy (e.g. yourbrand.com). Under \$20, and it can improve trust and credibility — but it's absolutely not necessary to start with.
- 3 Connect your domain** — if you buy one, navigate to Settings → Custom Domains → Add Domain inside Systeme.io and follow the instructions to update the CNAME DNS records in your domain host account. Confirm the status shows "Ready to use" — this can take anywhere from a few minutes up to 48 hours, so don't panic if it's not instant.
- 4 Or use the free subdomain** — if you skip the domain for now, Systeme's free subdomain is perfectly fine to use.
- 5 Set up a payment gateway** — from the Settings menu inside Systeme.io, go to Payment Gateways and connect Stripe (recommended) or PayPal as an alternative or backup option for buyers who prefer it.
- 6 Add your legal pages** — Stripe requires a visible refund policy and a way for customers to contact you before you start selling. Add a simple page or footer note covering both — a short "all sales are final on digital products, contact me at [email] with any issues" is enough to start.

#### **DON'T FORGET**

*Check your local tax obligations on digital sales (e.g. GST or sales tax) before your first sale — requirements vary by country.*

## 05

## DAY FIVE

## Build Your 2-Page Funnel

**THE GOAL** Create the simple opt-in and thank-you pages that capture leads 24/7.

*Page 1***Opt-In Page Setup**

- **Headline** — state the exact outcome of your freebie
- **Bullets** — focus on benefits, e.g. "The exact 3-step setup to launch in under 10 minutes"
- **Form** — collect first name and email address only

*Page 2***Thank-You Page Setup**

- **Confirmation** — "Success! Your guide is on its way to your inbox."
- **Backup download** — a direct button to download the PDF
- **Call to action** — invite them to follow your Instagram

**KEEP IT SIMPLE**

- 1. High-converting headline*
  - 2. 3 benefit bullets*
  - 3. Email opt-in — that's page one done.*
  - 4. Confirmation message*
  - 5. Download button*
  - 6. Social call to action — and page two is done too.*
- That's the whole funnel.*



DAY SIX

## Automate Delivery

**THE GOAL** Ensure subscribers receive their download instantly on signup.

In Systeme.io, go to **Funnels** → **[Your Funnel]** → **Automation Rules**. Add the trigger: *Funnel Step Form Subscribed* → Action: *Send Email*.

### *Plug-and-play email delivery template*

**SUBJECT** **Here is your [Product Name] download!**

Hey [First Name]!

Thank you for grabbing a copy of [Product Name]!

You can access your high-resolution PDF download right here:

👉 **[Insert your download link here]**

**Quick tip:** start directly with Day 1 on page 3 — it takes less than 10 minutes to work through and gives you instant clarity on your next steps.

I'd love to follow along on your journey! Send me a DM on Instagram at @digiproductlaunchhub to let me know what offer you're building.

Talk soon,

**Emma**



DAY SEVEN • LAUNCH DAY

## Launch & Document Your Journey

**THE GOAL** Put your link out into the world and share your process.

You don't need thousands of followers — just a clear message and a public link.

### 1. *Optimise your bio*

- Line 1** Helping aspiring creators launch their first digital offer.
- Line 2** Grab the free 7-Day Digital Launch Blueprint 📄
- Line 3** [Your custom funnel link]

### 2. *Publish your announcement post*

#### ANNOUNCEMENT POST

##### HOOK

I used to think launching a digital product required a massive team and months of work. I was wrong.

##### BODY

Over the last week, I stripped away all the complicated funnels and tech to build a digital offer from complete zero in just 7 days. You don't need a 50-page course to create real value — you just need a clear, step-by-step path that solves one specific problem.

##### CALL TO ACTION

I documented my exact 7-day blueprint into a free guide. Comment "LAUNCH" below (or click the link in my bio) and I'll send it straight to your inbox!



✦ YOU MADE IT

# What's next?

You've built your foundation, set up your lead magnet, and automated your delivery system. That's not a small thing — that's a real, live digital business.

Launching is only the beginning. The secret to long-term success isn't working harder or spending 10 hours a day on social media — it's leveraging the right tools and frameworks to scale your system while keeping your operations lean, simple, and automated.

Below are the exact, vetted resources I rely on to power Digital Product Launch Hub, keep tech headaches at zero, and drive consistent growth.

# Tools I actually use

1

## Your All-In-One Tech Stack: Systeme.io

**What it does**

Replaces 5 expensive tools by combining your landing pages, email marketing automation, lead delivery, and paid products into one clean dashboard.

**Why you need it**

You don't need an expensive software stack to run a profitable digital business. Systeme.io lets you build your entire funnel and email list for free.

👉 [Claim Your Free-Forever Systeme.io Account Here](#)

2

## Your Launch & Offer Framework: Digital Product Launch Formula

**What it does**

Lauren Dallas's step-by-step masterclass and framework for positioning, pricing, and launching high-converting digital products.

**Why you need it**

Now that your funnel is live, this free training shows you exactly how to turn lead magnet subscribers into paying customers without guessing what to sell.

👉 [Watch the Free Digital Product Masterclass](#)

3

## Your AI Content & Traffic Engine: SASCA AI

### What it does

An advanced AI marketing engine designed specifically for digital creators to generate high-converting video scripts, social copy, and content pipelines in seconds.

### Why you need it

To keep a steady stream of traffic flowing into your brand-new funnel without spending all day creating content or risking burnout. Find out more in this 60-minute free training.

 [Access the Free Training Here](#)

## *Let's stay connected!*

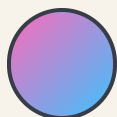
Have questions about your setup or want to share your launch win? I read and respond to every single message. I'm rooting for your success!



Instagram: @digiproductlaunchhub



Email: [hello@digitalproductlaunchhub.com](mailto:hello@digitalproductlaunchhub.com)



**Emma**

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